Hi \_\_\_\_\_\_\_\_\_,

I’m interested in attending the 2020 SXSW Conference & Festivals from March 13–22 in Austin, Texas and would like your approval.

Each year, SXSW brings thousands of creatives from all over the world together for ten days of discovery, learning, and networking across the tech, film, and music industries. **Nine out of ten** registrants say they achieved their goals and would make an effort to attend SXSW again in 2020. Unlike any other conference, SXSW offers unique opportunities to interact directly with attendees from other areas of expertise, providing a bonus learning and networking experience.

At SXSW 2019:

* **4,799** speakers shared their knowledge in **2,128** conference sessions, with an audience of creative professionals representing **106** different countries
* **1,964** Showcasing Artists performed at the Music Festival, and **306** films and projectsscreened at the Film Festival
* **275** exhibitors from **25** countries showcased new ideas and technologies at the Trade Show

The 2020 SXSW Conference will feature 20 diverse tracks of programming, exploring what’s next in the converging worlds of film, culture, music, and technology. Conference programming is designated as Beginner, Intermediate, or Advanced in order to cater to professionals at varying stages in their career.

A SXSW **[Platinum, Interactive, Film, Music]** Badge will give me access to **[remove those which don’t apply]**:

* **Keynotes** from some of the world’s most inspired thinkers
* **Featured Sessions** offering transformative insights from industry leaders
* **Presentations and Panels** featuring deep dives into targeted topics
* **Mentor Sessions** that offer one-on-one coaching by industry professionals
* **Networking** opportunitiesto establish meaningful and lasting connections
* **World-class Exhibitions** that connect people from all over the world
* **Film Festival** screenings and **Music Festival** showcases

As well as improving my own knowledge, creating business connections and learning about new markets and opportunities for the company, I will be able to share valuable takeaways and insights with the whole team to contribute to everyone’s success.

Here’s approximately how much it will cost for me to attend:

Airfare / Travel:

Dining:

Hotel:

Event Registration:

**Total:**

If I register now, I can save the company money off the walk-up rate and have access to the best available hotel rates.

Thank you for considering my request. I look forward to discussing this opportunity with you further.